

# ORDER



**Orders**  
**Order / Rev:** 169859  
**Alt Order #:** 06868973  
**Product Desc:** Candidate  
**Estimate:** 1890  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 11/05/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency**  
**Name:** The New Media Firm  
**Buying Contact:** Michele Certo  
**Billing Contact:**  
 C/O Mundy Katowitz Media  
 Washington, DC 20036-3134

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Michelle Lujan-Grisham for Congress  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 05/27/09  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	26	\$11,125.00	\$9,456.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$11,125.00	\$9,456.25	0.00
<b>Totals</b>	<b>26</b>	<b>\$11,125.00</b>	<b>\$9,456.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	11/03/12	11/03/12	Saturday Today Saturday Today	CM	Sa 5a-7a	-----S-	:30	1	\$175.003		0.00	NM	1	\$175.00
SA AM News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$175.00		0.00						
E 3	All	11/01/12	11/01/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	---T---	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$425.00		0.00						
E 4	All	11/02/12	11/02/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	----F--	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$425.00		0.00						
E 5	All	11/05/12	11/05/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$425.00		0.00						
E 6	All	11/06/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	-T-----	:30	1	\$425.003		0.00	NM	1	\$425.00
EYEWIT NW TDY2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	1		\$425.00		0.00						

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 Alt Order #: 06868973  
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Michelle Lujan-Grisham for Congress  
 Product Desc: Candidate  
 Estimate: 1890  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	All	10/31/12	10/31/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a --W----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----		1		\$200.00			0.00			
E 13	All	11/02/12	11/02/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a ----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--		1		\$200.00			0.00			
E 14	All	11/06/12	11/06/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a -T-----	:30	1	\$200.003		0.00	NM	1	\$200.00
TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	-T-----		1		\$200.00			0.00			
E 15	All	11/01/12	11/01/12	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p ---T---	:30	1	\$125.004		0.00	NM	1	\$125.00
MILLIONAIRE<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---		1		\$125.00			0.00			
E 16	All	10/31/12	10/31/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p --W----	:30	1	\$125.004		0.00	NM	1	\$125.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----		1		\$125.00			0.00			
E 17	All	11/02/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ----F--	:30	1	\$125.004		0.00	NM	1	\$125.00
EYEWIT-4 MIDDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--		1		\$125.00			0.00			
E 18	All	11/01/12	11/01/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p ---T---	:30	1	\$200.003		0.00	NM	1	\$200.00
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---		1		\$200.00			0.00			
E 19	All	10/31/12	10/31/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p --W----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----		1		\$200.00			0.00			
E 20	All	11/02/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p ----F--	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--		1		\$200.00			0.00			
E 21	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430p Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
JUDGE JUDY<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----		1		\$200.00			0.00			
E 22	All	11/01/12	11/01/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p ---T---	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---		1		\$500.00			0.00			
E 23	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p M-----	:30	1	\$500.003		0.00	NM	1	\$500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----		1		\$500.00			0.00			
E 24	All	10/31/12	10/31/12		CM	M-F 630p-7p --W----	:30	1	\$500.003		0.00	NM	1	\$500.00

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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 4 @ 630p M-F										
				News 4 @ 630p M-F										
				EYEW-TNS NW-630<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$500.00		0.00				
E 25	All	11/02/12	11/02/12	News 4 @ 630p M-F	CM	M-F 630p-7p	:30	1	\$500.00	3	0.00	NM	1	\$500.00
				News 4 @ 630p M-F										
				EYEW-TNS NW-630<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--		1		\$500.00		0.00				
E 26	All	10/31/12	10/31/12	Wednesday Prime B	CM	W 8p-9p	:30	1	\$900.00	3	0.00	NM	1	\$900.00
				Wednesday Prime B										
				L&O SVU										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$900.00		0.00				
E 27	All	11/04/12	11/04/12	Football Night in America	CM	Su 5p-6p	:30	1	\$1,000.00	4	0.00	NM	0	\$0.00
				Football Night in America										
				SUN NGT FBALL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$1,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	All	10/29/12-11/04/12		Football Night in America		Su 5p-6p	-----Su	:30	(\$1,000.00)	0.00	NM			
Credited														
E 28	All	10/31/12	10/31/12	News 4 @ 10p M-F	CM	M-F 10p-1035p	:30	1	\$800.00	3	0.00	NM	1	\$800.00
				News 4 @ 10p M-F										
				EYEW-TNS NWS-10<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$800.00		0.00				
E 29	All	11/01/12	11/01/12	News 4 @ 10p M-F	CM	M-F 10p-1035p	:30	1	\$800.00	3	0.00	NM	1	\$800.00
				News 4 @ 10p M-F										
				EYEW-TNS NWS-10<										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---		1		\$800.00		0.00				
N 30	All	10/31/12	10/31/12	M-F Today Show	CM	M-F 7a-9a	:30	1	\$850.00	1	0.00	NM	1	\$850.00
				M-F Today Show										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$850.00		0.00				
N 31	All	11/05/12	11/05/12	M-F Today Show	CM	M-F 7a-9a	:30	1	\$850.00	1	0.00	NM	1	\$850.00
				M-F Today Show										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1		\$850.00		0.00				
N 32	All	11/06/12	11/06/12	M-F Today Show	CM	M-F 7a-9a	:30	1	\$850.00	1	0.00	NM	1	\$850.00
				M-F Today Show										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----		1		\$850.00		0.00				
N 33	All	11/06/12	11/06/12	News 4 Today II 6a-7a	CM	M-F 6a-7a	:30	1	\$425.00	3	0.00	NM	1	\$425.00
				News 4 Today II 6a-7a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----		1		\$425.00		0.00				

\*Tax 1 Note: ABQ 7%.

Totals 26 \$11,125.00